

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**  
November 11, 2014  
4:00 – 6:00 p.m.  
Hollywood Athletic Club  
6525 Sunset Boulevard, Hollywood, CA 90028

**Officers and Directors Present**

Carol Massie, President, McDonald's Restaurants  
Fabio Conti, Vice President, Fabiolus Cucina  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Brian Folb, Paramount Contractors  
Chase Gordon, Avison Young  
Elva Hernandez, Hudson Pacific Properties  
Fred Rosenthal, Ametron  
Arthur Stroyman, Kilroy Realty Corporation

**Absent**

Charles Eberly, The Eberly Company  
Kitty Gordillo, Hollywood Wilshire YMCA  
James Haydu, ex-officio member, SEE-LA  
Melissa Logan, Amoeba Music  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences

**Consultants**

Ginnie Gallo, Hollywood Property Owners Alliance  
Sarah Besley, Hollywood Property Owners Alliance  
Joe Mariani, Hollywood Property Owners Alliance  
Kerry Morrison, Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance

**Guests**

Two (2) members of the public

**I. Call to Order**

Carol Massie called the meeting to order at 4:20 p.m.

**II. Public Comment & Introductions**

- No public comments nor Introductions

### **III. Approval of Board Minutes**

The minutes from the October 14, 2014 board meeting were distributed to the board.

**It was moved by Fred Rosenthal, seconded by Chase Gordon, and CARRIED to approve the minutes from the meeting on October 14, 2014. Unanimously approved.**

### **IV. Treasurer's Report – Sarah Besley**

A. **Financial Statements:** Besley provided an overview of the financial statements ending on October 31, 2014. A year-end cash flow statement and detailed monthly statement were distributed to the Board. According to the statement presented, approximately \$110,000 will remain as cash-on-hand at the end of the year.

**It was moved by Brian Folb, seconded by Arthur Stroyman, and CARRIED to approve the October 14, 2014 financial statement. Unanimously approved.**

B. **2015 Budget:** Besley presented a 2014-2015 budget comparison spreadsheet. The proposed budget for 2015 is \$1,624,465. This is predicated upon assessment revenue of \$1,511,655; a cash-on-hand rollover of \$109,910; bank interest of \$400 and city interest of \$2,500. The level of security budgeted was discussed and at a future time, it might be good to increase this budget (perhaps in the renewed BID). It was suggested that for a future meeting, a projection of what it would cost to increase security patrols to midnite be presented to Board. Besley suggested the Board do a walk-around of the area one night from 10:00 p.m. to 1:00 a.m. The BID has one (1) security camera positioned to assist the LAPD – the HED BID has seven (7). A camera committee will be formed to address this high priority issue. Folb, Rosenthal and Stroyman have volunteered. Captain Zarcone will be invited to recommend locations for additional cameras.

**It was moved by Fabio Conte, seconded by Brian Folb, and CARRIED to approve the 2015 budget. Unanimously approved.**

C. **2015 Planning Report:** Besley presented a draft copy of the Planning Report, which is required to be submitted to the city. Minor changes will be made and the final plan will be brought back to the board at the next meeting for final review/approval.

### **V. COMMITTEE & PROGRAM REPORTS**

A. **Marketing and Communications – Devin Strecker**

1. **2014-15 Ad-hoc Marketing Meeting:** Strecker asked for volunteers to advise on Marketing priorities for the coming year. Conte, Folb, and Gordon volunteered.

## B. Streetscape & Planning Committee

1. **Hollywood Mobility Summit:** Besley and Folb reported on the November 10, 2014 Focus Group Meeting. Folb noted that he was impressed with Blumberg Associates' Time Square project, which became opened to pedestrians by closing streets and setting up portable chairs. Retail rent dollars doubled, and without cars, walking increased business. Besley shared that the overall objective was to create ways to increase pedestrian activity – to think of fresh ways to improve Hollywood. Think about how we use our streets and ways to increase bike ridership.

The **Hollywood Mobility Summit** will be held late January or early February. Visionaries will meet and then go on a bus tour of the community. Traffic is the #1 issue with 56% of the traffic travelling through Hollywood not stopping.

2. **Green Vine Project:** Besley reported that another five (5) trees were vandalized in the last week and a half. Security and staff have more information will continue their investigation. Besley will report back to the board in December.
3. **CleanStreet Vehicles:** A three-month donation to store the vehicles in a vacant building on Hollywood & Bronson – 5858 Hollywood Blvd. has been negotiated. The building has had problems with vandalism and should be safer with the CleanStreet vehicles in and out. CleanStreet will keep the front of the building clean. Folb suggested that we invite the owner to our next meeting to formally thank him.

Mariani reported on a leased space on Cherokee for the physical headquarters for CleanStreet. A three-year lease is being finalized, waiting for the City Attorney to approve.

## C. Security Committee – Kerry Morrison, Joe Mariani

1. **Focus Group on Donation Stations:** Morrison reported on the October 28, 2014 Donation Station focus group meeting. A \$2,500 sponsorship with discussed with McDonald's, 1600 Vine, Trader Joe's, The W, and Wells Fargo; all interested. The sponsorship monies will be used to fund meter maintenance and cleaning. We have been invited to join the Real Change Pasadena program which received a grant from Supervisor Antonovich. Their design was done by the Pasadena Art Center School of Design and would almost be turnkey for us by joining.
2. **Meeting with Social Security Building:** LAPD and BID has received complaints of people gathering and sleeping in the parking lot of this facility on Vine Street. Meeting with the property owner, tenant led to suggestion to gate the easily accessed back parking lot. However, it was noted that the General Services Department would have to budget to install a fence around the building. Further, the federal police only work M-F, 9:00 a.m. to 5:00 p.m. Morrison will write a letter to office of Congressman Schiff asking for assistance in addressing this situation.
3. **Security Committee Meeting:** The next meeting will be Thursday, December 11, 2014.

**D. Nominating Committee – Sarah Besley**

1. Besley reported that a record number of applications have been received. A list of the names was included in the handout packet. Selection by the committee for the three (3) vacancies will occur next Friday, November 21, 2014.

**VI. Staff Reports**

- A. Staff has been subjected to a number of Public Record's requests from a citizen in the community. All efforts are made to comply as expeditiously as possible. The meeting was moved to a location where there was no security guard because the citizen, Mr. Adrian Riskin, challenged holding a meeting open to the public in a building where there is a security check point.

**VII. Next Meeting**

Tuesday, December 9, 2014 at 4:00 p.m. Location TBD

**VIII. Adjourn**

The meeting was adjourned at 5:20 p.m.